

ANNUAL EEO PUBLIC FILE REPORT FOR "OPTION A" BROADCAST STATIONS

The purpose of this Annual EEO Public File Report for "Option A" Broadcast Stations (this "Report") is to comply with Section 73.2080(c)(6) of the Commission's EEO Rules.

This report has been prepared on behalf of the station employment unit (the "Station Employment Unit") which is comprised of the following broadcast station: WSBT-TV, South Bend, IN (the "Reporting Station") and is intended to be placed in the public inspection files on the web site of the Reporting Station by the applicable Commission deadline.

The information contained in this Report covers the time period from March 26th, 2014 to, and including, March 25th, 2015 (the "Reporting Period").

Under the Commission's EEO Rules, the Station Employment Unit has elected Option A, "Supplemental Recruitment Measures" for the Reporting Station for the duration of the Reporting Period.

The Commission's EEO Rules require that this Report contain the following additional information:

- 1 A list of all full-time vacancies filled by the Reporting Station during the Reporting Period; identified by job title;
- 2 For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the Commission's EEO rules, which should be separately identified), identified by name, address, contact person and telephone number;
- 3 The recruitment source that referred the hiree for each full-time vacancy during the Reporting Period;
- 4 Data reflecting the total number of persons interviewed for full-time vacancies during the Reporting Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
- 5 A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the Commission's EEO Rules during the Reporting period.

Since some of the information required for this Report is duplicative, the Station Employment Unit has developed the attached set of Appendices, which, in the aggregate, contain all of the information believed to be required under the Commission's EEO Rules.

For the purposes of this Report, a vacancy was deemed "filled" not simply when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person or over the telephone.

This Report was prepared on March 25th, 2015.

Appendix A

<u>Position Filled</u>	<u># of Interviews</u>	<u>Recruitment Source of Hiree</u>	<u>Date Hired</u>	<u>Recruitment Source of Interviews</u>	<u>Recruitment Sources Used to Post Position</u>
1-Accountant	3	29	3/31/2014	7, 7, 29	Section 1 and 4
2- Business Manager	2	Internal Promotion	4/10/2014	Current Employee, Current Employee	Section 1 and 4
3-News Producer	5	30	5/1/2014	30, Employee Referral, 30, 9, 34	Section 1 and 4
4-Multimedia Journalist	4	Employee Referral	5/6/2014	Employee Referral, Employee Referral, 29, 11	Section 1 and 4
5-Multimedia Journalist	4	Employee Referral	5/12/2014	Employee Referral, Employee Referral, 29, 11	Section 1 and 4
6-Production Director II	1	Internal Promotion	5/15/2014	Current Employee	Section 1n 2 and 4
7- Photojournalist	1	Internal Promotion	5/20/2014	Current Employee	Section 1 and 4
8- Weekend Meteorologist	2	22	5/23/2014	22, Employee Referral	Section 1 and 4
9-Digital Account Media Exec	10	30	6/3/2014	30, 30, 30, Employee Referral, Employee Referral, 34, 29, 29, 30, 22	Section 1 and 4
10-Sales Account Exec	8	34	6/4/2014	34, 34, 29, 11, 13, 15, 22, Employee Referral	Section 1 and 4
11-Production Director II	1	Internal Promotion	7/23/2014	Internal Promotion	Section 1, 2 and 4
12- Multimedia Journalist	3	29	8/14/2014	Employee Referral, Employee Referral, 29	Section 1 and 4
13-Multimedia Journalist	3	11	8/14/2014	Employee Referral, Employee Referral, 11	Section 1 and 4
14- Photojournalist	3	Employee Referral	8/22/2014	Employee Referral, 22, 13	Section 1 and 4

15-Sales Account Exec	9	29	8/30/2014	34, 34, 35, 30, 29, 29, 31, 22, Employee Referral	Section 1 and 4
16-Digital Account Media Exec	11	30	9/5/2014	30, 7, 22, 11,34, 34, Employee Referral, Employee Referral, Employee Referral, Employee Referral, Employee Referral, Employee Referral	Section 1 and 4
17-News Producer	2	22	9/10/2014	Employee Referral, 22	Section 1 and 4
19-Executive Producer	3	30	9/17/2014	30, Current Employee, 22	Section 1 and 4
19-Photojournalist	3	Internal Promotion	9/30/2014	Current Employee, 11, 36	Section 1 and 4
20-Web Producer	1	Employee Referral	10/28/2014	Employee Referral	Section 1, 2 and 4
21-Sales Account Exec	4	30	11/4/2014	30, 31, 22, 2	Section 1 and 4

	WSBT Recruiting Sources		APPENDIX B			
	SECTION 1					
<u>Number</u>	<u>Recruitment Source</u>	<u>Contact</u>	<u>Address</u>	<u>City</u>	<u>State</u>	<u>Zip</u>
1	Asian American Journalists Association		5 th Third St Suite 1108	San Francisco	CA	94102
2	Ball State University	Jennifer F. Bavender	Lucinda Hall, Room 220	Muncie	IN	47306
3	Bethel College	Elizabeth McLaughlin	1001 W. McKinley Avenue	Mishawaka	IN	46545
4	Butler University	Maggie McGlynn	4600 Sunset Ave Atherton Center, Room 315	Indianapolis	IN	46208
5	California Chicano News Media Association	Slyvia Wells	3502 Watt Way, ASG G21	Los Angeles	CA	90089
6	Columbia College	Doug Bonner	600 S. Michigan	Chicago	IL	60605
7	Craig's List		www.craigslist.com			
8	Goodwill Industries of Michiana, Inc.	Maria Stancati	PO Box 3846	South Bend	IN	46619
9	Goshen College	Stuart Showalter	1700 S. Main Street	Goshen	IN	46526
10	Illinois Center for Broadcasting	Kathleen Dunne	455 Eisenhower Lane S., #200	Lombard	IL	60148
11	Indiana Broadcasters Association	Gwen Piening	14074 Trade Center Dr. #141	Fishers	IN	46038
12	Indiana University/School of Journalism	Director of Placement	Ernie Pyle Hall 202	Bloomington	IN	47405
13	Indiana University South Bend	Stacie Jeffers	1700 Mishawaka Avenue	South Bend	IN	46634
14	Ivy Tech State College	Sandra Bens	220 Dean Johnson Boulevard	South Bend	IN	46601
15	Work One	Albert Hairston	851 S. Marietta, Suite 600	South Bend	IN	46601
16	Lake Michigan College	Mary Ann Olson-Seger	2755 E. Napier Avenue	Benton Harbor	MI	49022
17	MediaLine	Mark Shilstone	Box 51909	Pacific Grove	CA	93950
18	Rose-Hulman Institute of Technology	Kevin Hewerdine	5500 Wabash Avenue, CM 15	Terre Haute	IN	47803
19	Society of Broadcast Engineers	Scott Jones	9102 North Meridian St Suite 150	Indianapolis	IN	46260
20	Saint Mary's College	Angela Bryant	164 LeMans Hall	Notre Dame	IN	46556
21	Society of Professional Journalists		3909 N. Meridian Street	Indianapolis	IN	46208
22	TVJobs Web Site	Mark Holloway	www.tvjobs.com			
23	Valparaiso University	Sandy McGuigan	Career Center	Valparaiso	IN	46383

24	WVUT, Vincennes Univ.	Al Rerko	1200 N. Second St.	Vincennes	IN	47591
25	University of Phoenix Students	Sharon Aldrich	1625 West Fountainhead Parkway	Tempe	AZ	85282
26	Brown Mackie College		3454 Douglas Rd South	South Bend	IN	46635
27	South Bend Community School Corp		215 South St Joseph Street	South Bend	IN	46615
28	Vocational Rehab Center	Roberta Milliken	555 Main Street	South Bend	IN	46615
29	Schurz Communications Web Site	Rachel Little	1301 E. Douglas Road	Mishawaka	IN	46545
30	WSBT TV Website	Shannon Galloway	1301 E. Douglas Road	Mishawaka	IN	46545
31	Sunny101.5 Website	Shannon Galloway	1301 E. Douglas Road	Mishawaka	IN	46545
32	Schurz Facebook page	Shannon Galloway				
33	Schurz Twitter	Shannon Galloway				
34	South Bend Tribune	Leslie Winey	225 W. Colfax Avenue	South Bend	IN	46626
35	Southwestern Michigan College	Jo Clark	58900 Cherry Grove Road	Dowagiac	MI	49047
36	National Press Photographers Association	Tim Jones	3200 Croasdaile Drive, Suite 306	Durham	NC	27705
37	Marion Technical College	Joel Liles	1467 Mount Vernon Avenue	Marion	OH	43302-5694
38	National Association of Black College Broadcasters	Lo Jelks	PO Box 3191	Atlanta	GA	30302
39	Indiana University Dept of Telecommunications	Pam Potter	1229 E. Seventh St	Bloomington	IN	47405-5501
	SECTION 2 (IT-TECH POSITIONS)					
1	Belmont Technical College	Ed O'Donnell	120 Fox-Shannon Place	St. Clairsville	OH	43950
2	College of Engineering	Richard Coddington	306 Engineering Hall, MC-26	Urbana	IL	61801
3	Milwaukee School of Engineering	Brenda Heyns	1025 N. Broadway	Milwaukee	WI	53202-3109

	SECTION 3 (PAY SITE, ONLY USE WHEN REQUESTED)					
1	Spots-N-Dots Magazine	Job Postings	www.spotsndots.com			
2	National Association of Black Journalists		8701A Adelphi Road	Adelphi	MD	20783- 1716
3	National Association of Hispanic Journalists	Michelle Vignoli	1050 Connecticut Avenue NW FL 10	Washington	DC	20036- 5334
4	Radio Ink		1901 S. Congress Avenue, Suite 118	Boynton Beach	FL	33426- 6549
	SECTION 4 (MAIL)					
1	University of Notre Dame	Cathy Dale	100 Eck Center	Notre Dame	IN	46530
2	Specs Howard School of Media Arts	Nicole LeDouceur	19900 West 9 Mile Road	Southfield	MI	48075
4	Ohio Center for Broadcasting	Gary James	9000 Sweet Valley Drive	Valley View	OH	44125
5	International College of Broadcasting	Gary Doster	6 S. Smithville Road	Dayton	OH	45431

Appendix C

The following is a description of Outreach Initiatives undertaken by WSBT, Inc. during this Reporting Period:

WSBT, Inc. Internship Program:

WSBT, Inc. has an internship program for college students giving them an opportunity to apply their course work in a day-to-day work setting and to acquire skills needed for employment in broadcasting. The following internships were completed during this Reporting Period: **SUMMER 2014: (2) TV Weather, (1) TV Sports, (1) TV News; FALL 2014: (1) TV Creative Services; SPRING 2015: (1) TV News**

Career Fairs attended by WSBT Human Resources Manager or other hiring managers:

Goodwill Job Fair May 2014
Ivy Tech South Bend: May 2014
Tribune job fair at Fourwinds Stadium July 2014
Indiana University of South Bend Fall Career Fair September 2014
Goodwill Job Fair September 2014
Valparaiso University Career Fair October 2014

Mock Interviews:

WSBT HR participated in mock interviews at IU South Bend in the fall of 2014. Students had to present resumes and come prepared as if they were on a job interview. After the interview was over, HR critiqued and provided feedback.

Bethel College Communications Board:

Management participates on the Bethel communications board where they meet twice a school year to help enhance the education provided to Bethel students. WSBT assists in providing what is needed to obtain a job in the broadcast industry.

EEO Training for WSBT Management:

WSBT, Inc. mandated EEO training for all management and supervisory level employees via an online program called SkillSoft. Managers and supervisors watched videos and took tests to demonstrate their comprehension.

Internal Training Programs:

In an effort to help prepare employees for advancement opportunities, WSBT has instituted several training programs designed to enable employees to acquire skills that could qualify them for higher level positions. Training that has taken place during this Reporting period includes: online supervisory and leadership training via SkillSoft, online training on a variety of subjects via Lynda.com, weekly sales training sessions, Chyron training, attendance at industry conferences for top employees and mid-level managers.

Weather Camp:

WSBT held a one-week “weather camp” in July 2014 during which 150 school-age children visited the station to learn about what a Meteorologist does, see the equipment used to track weather and see how we prepare for weather situations. This week long program was designed to share our broadcast experience with young people and encourage them to consider pursuing a career in the broadcast industry.

Scholarship Program:

WSBT participated in the Indiana Broadcasters Association scholarship program in February 2015. We ran announcements on-air and on our website from mid-January to mid-March encouraging high school and college students interested in a career in broadcasting to apply for this scholarship. We made a financial contribution to the program and assisted in judging applications and selecting scholarship recipients.

2nd Annual WSBT Breakfast with Santa:

In conjunction with The North Central Business Leadership committee, WSBT hosted its 2nd annual Breakfast with Santa, on December 6th, 2014 where approximately 230 adults and children had breakfast from Granite City, toured both TV and Radio then had the opportunity to visit with Santa.

Station Tours and Visits To Help Educate The Public About Broadcasting and Careers:

WSBT offers free tours of the station to schools and organizations in our viewing and listening area. These tours and visits are designed to allow classes, individuals and families, the opportunity to learn about broadcasting. WSBT, Inc. conducted over 40 tours during this reporting period.

Additionally, WSBT hosted the following visits from area students to help them learn about broadcasting and to promote opportunities in broadcasting:

March, 2014:

In March, 2014, WSBT hosted Scout Day. 286 Boy and Girl Scouts from the local area were given tours to learn about all phases of broadcasting and were presented with a Merit Badge for attending.

July, 2014:

Boy Scout – WSBT meteorologist answered questions about weather forecasting for Boy Scout’s weather badge

October, 2014:

New Niles Tech – WSBT hosted four high school students who interviewed a meteorologist on past and future weather predictions for class project

College Student – WSBT hosted a local college student who shadowed an anchor to learn about the broadcasting industry.

Radio News Experience Auction Winner – WSBT hosted the winner of a donated prize package; the student and a friend met with an anchor, toured the station and learned about the broadcast industry

November, 2014:

Chesterton High School – WSBT hosted the Chesterton High School Video Production classes who toured the station and learned about broadcast video production.

IVY Tech – WSBT hosted students from IVY Tech Warsaw who toured the station and learned about the broadcast industry

Plymouth Middle School – WSBT hosted students from Plymouth Middle School's video production class who toured the station and learned about broadcast video production.

December, 2014:

Boy Scout Troop Tour – WSBT hosted a troop of Boy Scouts and provided a tour and a meeting with an anchor who provided information on how broadcasting.

January, 2015:

Elkhart Central High School – WSBT hosted students from Elkhart Central's video production class who toured the station and learned about broadcast video production.

IVY Tech – WSBT hosted students from IVY Tech South Bend's video production class who toured the station and learned about broadcast video production.

February, 2015:

Pinewood Elementary – visit from WSBT staff to present on meteorology

January, 2015:

South Bend Community School Corporation Adult Education Class – visit from WSBT staff to present on meteorology and the career of a meteorologist

Covenant Christian School – visit from WSBT staff to present on meteorology

February, 2015:

Boys & Girls Club of Elkhart – visit from WSBT staff to present on a career in the broadcast industry during their Career Day

Stanley Clark School – visit from WSBT staff to tutor the Science Olympiad Team in specific aspects of meteorology

March, 2015:

4-H Aerospace Club – visit from WSBT staff to tutor the club in meteorology and how weather affects aeronautics

Wakarusa Elementary – visit from WSBT staff to present on meteorology

Washington Discovery Academy – visit from WSBT staff to present on natural disasters and meteorology

St. Pius X Catholic School – visit from WSBT staff to present on careers in broadcasting for their Career Day

13th Annual Great Lakes Meteorology Conference – WSBT staff participated in panel discussion on meteorology for undergraduate students